

DISTRICTS FOR DESIGNERS

FAITH'S FASHION FOCUS:

Cool Columbus

WE'VE SEEN THE UPPER WEST SIDE in countless movies – in many ways, it's the image of the New York where “real people” live. Now, though the West Side is now very much as well heeled as its neighbor on the other side of Central Park. And Columbus Avenue is its commercial core, with shopping, dining and entertainment, starting with magnificent Lincoln Center at the southern end.

ABOUT COLUMBUS

Yes, it's actually just Ninth Avenue north of 60th Street, but no one here ever calls it that. Instead, the heart of the Upper West Side is named for Christopher Columbus, who proudly reigns over the area as a statue at, yes, Columbus Circle. It then runs northward through the area to West 110th Street, until it becomes Morningside Drive.

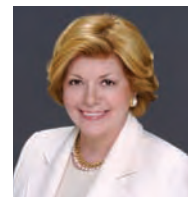
More important than the name of this Historical District, are the neighbors – Lincoln Center, Museum of Natural History and the Rose Center for Earth and Space, American Folk Art Museum and the New-York Historical Society. There are also some of the most beautiful apartment buildings in the city and one of the great shopping and dining districts in the city, combining nationally known retailers with unique boutiques.

SHOP COLUMBUS

The real shopping begins at **The Shops at Columbus at Time Warner Center**, just off the Circle, and ends at Columbus Village near 97th Street.

Find all of your **MAC Cosmetics** at 148. **Unleashed** (159) is Petco's smaller urban brother. **UGG Australia** (160)'s boots never go out of style. France's **Comptoir des Cottonniers** specializes in modern, yet timeless clothes at 184. **Wink** offers fun accessories at 188. Make sure your glasses are as fashionable as your clothing at **Robert Marc Eyewear** (190).

Kangol (196) is the source for hats. **Reiss**, a favorite of the Duchess of Cambridge, has one of its outposts just off the avenue at 76 West 69th Street. **Theory's** contemporary fashion is at 201. **Papyrus** (209) is the source for greeting cards, custom printing and beautiful stationery. Find the



By Faith Hope Consolo
Chairman, Retail Leasing
and Sales Division
Prudential Douglas Elliman



top fashion trends at **Intermix** (210). **Club Monaco's** outpost at 211 is for women's wear only. **Sean** (224) has beautiful, contemporary menswear.

Teddy (226)'s shoppers can leave the store with a complete look, from apparel to accessories to jewelry. **Älskling** (228) offers flowing, feminine tops that are not for dancers only. **Crocs'** colorful shoes can be found at 270. **Roslyn** personally selects the jewelry and hats sold at her self-named store at 276. Imported ceramics are the main ingredient at **La Terrine** (280).

Verve (282)'s handbags, shoes, and accessories are must-haves for the fashion-obsessed. **Euro Optika** (288) has some of the most exclusive eyewear brands in the city. **A Tempo** (290) specializes in apparel and jewelry for special occasions and everyday. Find the wedding veil of your dreams at **Basia's Custom Headdresses & Accessories** (304). **AG Adriano Goldschmied** (305)'s jeans are top-quality and high style. Downtown chic makes it uptown with **Jonathan Adler** (304). Find great deals and help a great cause next door at the **Housing Works Thrift Shop** (306).

Aerosoles' (310) shoes really are made for walking. **Oska** (311) comes from Germany with its chic ensembles geared to the more mature. A little bit of downtown style is found at **Pookie & Sebastian's** (322) apparel shop. Liana (324) is the headquarters for apparel for the office through evening.

Make Meaning (329) is an experience as well as a store, allowing children of all ages to make their own soaps, jewelry, ceramics and more. Eileen Fisher's casually comfortable style is at 341. **Only Hearts** (386) offers lovely lingerie.

Dress for the elements at **Patagonia** (426). **Polarn O. Pyret** outfits the children in your life at 428. **Bicycle Renaissance** (430) carries bikes of all types for all age groups. Frank **Stella Clothier** (440) has been a mainstay for men's clothing for decades on the Avenue. Brides seeking a truly one-of-a-kind gown and anyone looking to tailor their own dress, flock to Ellen Canali's work at **Ellen's Couture** (445). **Mint** (448) comes west from the North Fork with an exceptionally edited assortment of apparel and accessories and it's next door to really great furnishing and knick knacks at **Old Goode Things** (450). **Royal Opticians** (453) offers unusual styles worthy of a king or queen and **Schweitzer Linen** (457) is what they rest on.

Farther north, **HomeGoods** (795) supplies linens, glassware, artwork and all the niceties that make a house a home. **TJ Maxx** (808) at Columbus Village, offers a bit of everything at discount prices.

DINE ON COLUMBUS

Dining on Columbus is a delectable world tour. **Rosa Mexicano** offers gourmet cuisine and great margaritas at 61 Columbus.

Jalapeno (185) is as much an experience as a restaurant. The lines are worth the wait at **Shake Shack** (366). A few doors down is the Michelin Three-star-rated **Dovetail** (103 West 77th Street). But if you're drooling for Druze, **Gazala** (301) is a must-go and for exotic comfort food, try Indian cuisine at **Mughlai** (320). A Gallic take on food and a terrific brunch can be had at **Bistro Citron** (473) and casual Italian are molto bene at **Isabella's** (359) and **Osteria Cotta** (513), which also has a well-stocked. Surf's up at **Ditch Plains** (100 West 82nd Street) for lobster rolls. Craving Vegan? Try **Blossom** (466) – and it's Kosher, too.

And to taste the fare of 80 Upper West Side restaurants at one time, don't miss the Fifth Annual New Taste of the Upper West Side on Friday May 18th and Saturday, May 19th. For tickets and information, go to www.newtasteuws.com.

STAY AT COLUMBUS

Hotels are just off the avenue here. **Hotel Park 79** (117 West 79th Street) is a stunning boutique with luxury and charm in the heart of the neighborhood. **The Comfort Inn** Central Park West (31 West 71st Street) combines that chain's affordability with one of the best locations in town just off the park. **The Excelsior Hotel** (45 West 81st Street) overlooks the American Museum of Natural History. A few blocks away are the **Lucerne Hotel** (201 West 79th Street) and On the Avenue (2178 Broadway). But there's no hotel closer to Lincoln Center than the recently redone **Empire Hotel** (44 West 63rd Street).

And there's much, much more to see and visit along the Main Street of the Upper West Side. Spend an afternoon, weekend, or the rest of your life strolling this ever-exciting boulevard. Happy Shopping! ■

